

London based lead designer with over 9 years experience within ecommerce, publication houses and design agencies. I specialise in creating engaging digital experiences for fashion, luxury and lifestyle brands.

EXPERIENCE.

Aug 2019 - May 2020

Digital Design Manager Selfridges

Supporting the Head of Digital Design, guiding a team of designers to produce highly executed outputs across the website from editorial design and UI to motion graphics.

Design engaging and inspiring editorial content and creative campaigns, bringing ideas to the table and recognising new opportunities of how these can be imagined within our digital channels.

Work together with digital production and wider digital marketing and trade teams to ensure the delivery of successful responses to briefs.

Work hand-in-hand with UX and Development, supporting with wider site design and improvements; constantly looking to push forward the Selfridges digital experience.

Aug 2018 - Aug 2019

Digital Design Team Lead Harrods

Lead a digital design team of UI, UX, Campaign, Marketing and Email Designers, ensuring consistency and quality across all channels.

Drove project ideation and conceptual development of creative and design direction.

Lead design projects, working closely with the UX team to create design solutions that were entirely user focused, keeping in mind accessibility guidelines and SEO.

Working closely with the BA's and development team to prioritise site improvements into agile project sprints.

April 2016 - Aug 2018

Lead Digital Designer Topshop Topman

Lead a design team of 6 designers, introducing solid design principles and ensuring consistency and smooth execution of all online creative.

Reviewed design work from designers and provided effective direction and feedback.

Managed team resources, implemented process work-flow and project timings.

Lead large design projects, including the site re-platform, to improve the site experience and drive sales.

Created mood boards and concepts for the look and feel of the season ahead.

Concepted and art directed location and studio shoots.

April 2015 - April 2016

Digital Designer ASOS

Worked across the Creative Technology and Commercial departments at ASOS to create campaigns and branded content and to improve innovation across the site.

Created concepts and pitches for brand partnerships and collaborations, ensuring a focus on innovation and interactivity.

Created wireframes, designed and implemented engaging and interactive campaigns, across all devices with UI and UX consideration.

Art directed both model and still life shoots, adhering to ASOS brand identity.

Sept 2013 - April 2015

Multi-Channel Designer Warehouse

Designed and built weekly emails, homepages and content pages for the website using HTML/CSS. Created digital campaigns and lookbook features from initial concepts through to design and implementation.

Lead designer for responsive website redesign project in August 2014 including homepage, product and category pages across all devices. Worked alongside developers to improve website design, functionality and overall user experience.

April 2013 - July 2013

Art Editor Visual Talent

Held role of Art Editor for Issue 8 of Rollacoaster Magazine, primarily designing magazine layouts, making editorial edits of shoots, assisting in the commission of photographers and stylists and press-passing the final print run.

Experimented with typography, materials and techniques to create exciting and interesting layouts for the magazine.

Feb 2013 - April 2013

Design Intern 1883 Magazine / POP Magazine / Velour Magazine

Undertook various internships for a number of high fashion publications including POP, 1883 and Velour Magazine on both online and offline projects.

Experimented with and created magazine layouts, web graphics and social posts for the publications various channels.

June 2011 - Feb 2013

Junior Graphic Designer Indigo Press / Alniro

As a Junior Designer I worked at two design agencies producing both web and print collateral for a number of different clients, both large established brands and start-ups.

Worked on a varied range of projects at once, sticking to short and strict deadlines.

Liaising with clients on a daily basis, organising and holding client meetings and ensuring strong client relationships.

EDUCATION.

2008 - 2011

BA (Hons) Fashion Promotion & Communication - 2:1

Southampton Solent University

Course was centred on how fashion is communicated and promoted creatively through different media. Covering a wide range of disciplines such as digital and print graphic design, Illustration, photography, art direction, styling, trend forecasting, PR, buying & merchandising and visual merchandising.

SKILLS.

Advanced

Adobe Creative Suite Advanced skills in Photoshop, InDesign, Illustrator and Dreamweaver

Sketch Advanced skills designing using UI programmes such as Sketch

Prototyping Advanced skills in prototyping programmes such as Invision, Figma and Axure.

Moderate

HTML/CSS Good Understanding and ability to edit existing code and build basic web pages

Video Editing/Animation Good experience using Adobe After Effects